

**City of Culver City, California
Agenda Item Report**

Meeting Date: 07/22/2013	Item Number: <u>A-2</u>
CITY COUNCIL AGENDA ITEM: Discussion and Direction Regarding a Proposed New Parking Meter Rate of \$0.25 Per Hour at 10-Hour Time-Limited Parking Meters Citywide.	
Contact Person/Dept.: Gabe Garcia/PW	Phone Number: (310) 253-5633
Fiscal Impact: Yes ☒ No ☐	General Fund: Yes ☒ No ☐
Public Hearing: ☐	Action Item: ☒ Attachments: ☐
Commission Action Required: Yes ☐ No ☒ Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (07/19/13); (E-Mail) Downtown Business Association (07/19/13); (E-Mail) Chamber of Commerce (07/19/13); (Courtesy Notice Advertisement) Culver City News (07/11/13 and 07/18/13).	
Department Approval: Charles D. Herbertson (07/15/2013)	City Attorney Approval: Carol Schwab (by H. Baker) (07/16/13)
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (07/16/13)	City Manager Approval: John M. Nachbar (07/16/13)
<u>RECOMMENDATION:</u> Staff recommends the City Council discuss and provide direction to City staff regarding a proposed new parking meter rate of \$0.25 per hour for 10-hour time-limited parking meters citywide. <u>BACKGROUND:</u> In January 2011, Staff presented to the City Council proposed objectives and policies to guide the future installation of parking meters. The direction received from the City Council was to install parking meters adjacent to all business/commercial/industrial streets except places of worship, schools, State and Federal government facilities, and residential frontages. Staff has completed the installation of approximately 350 new parking meters on Washington Boulevard, west of Sepulveda Boulevard, in FY 2012-2013. Parking meters will continue to be installed in FY 2013-2014, on Washington Boulevard, east of Sepulveda Boulevard to Elenda Street, and on Jefferson Boulevard, between Overland Avenue and the City boundary to the east, subject to City Council approval. <u>DISCUSSION:</u> There are approximately 1,800 parking meters in the City. Of these, there are approximately 500 parking meters that have a time limit of 10 hours and are installed	

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adjacent to businesses that have insufficient on-site parking and must depend on street parking.

It is Staff's observation that the average daily revenue at 10-hour time-limited parking meters is about \$1. This equates to the spaces being occupied only one hour a day on average. Also, field observations confirm that business employees are avoiding parking at 10-hour time limit meters and opting to park at unmetered parking spaces on arterial and residential streets.

Proposed 10-Hour Parking Meter Rate

Staff recommends that in order to encourage employees' use of 10-hour time-limited parking meters, the hourly rate should be changed to \$0.25 per hour for those meters adjacent to businesses that do not require short term parking. Also, it is proposed that if a 10-hour meter is capable of accepting credit card payments, that a minimum purchase of time of 2 hours be required in order to recover credit card processing fees.

If the City Council supports this parking meter rate change, then City staff will return to City Council at a future meeting to request Council's adoption of a resolution implementing the \$0.25 hour rate at specific 10-hour parking meter locations.

Jefferson Boulevard, between Overland Avenue and the City boundary to the east, is an area primarily used for employee parking. Much of the segment, on the north side, between Overland Avenue and Duquesne Avenue, already has approximately 70 10-hour parking meters. The planned residential developments lining part of Jefferson Boulevard on the south side have adequate on-site parking supply. Staff anticipates returning in August to request approval for installation of 10-hour, single-space parking meters at approximately 200 parking spaces that are currently unmetered on Jefferson Boulevard. If the City Council directs this evening, then staff will return with a proposed a resolution establishing the \$0.25 per hour rate for 10-hour parking meters, at the same time as it seeks authorization to implement the reduced parking rate on these newly installed parking meters.

Some employees (number yet to be determined) from the Transportation Department and from the Public Works Department/Environmental Operations & Programs Division (Sanitation) cannot be accommodated in the City parking facilities and they need to park on Jefferson Boulevard or other nearby streets. These employees will need to pay for parking if they choose to park on Jefferson Boulevard. For this reason, Staff is exploring the idea of providing such employees with a City smart card that can be loaded with a specific amount of money and used at the IPS parking meters on Jefferson Boulevard.

FISCAL ANALYSIS:

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If, in August 2013, when staff returns for authorization to install parking meters on Jefferson Boulevard, the City Council adopts the proposed \$0.25 per hour parking meter rate for 10-hour parking meters, the costs are negligible to implement the change of rate, since staff can revise the rate via the web-based IPS parking meter management system. All existing 10-hour parking meters and all of the proposed parking meters on Jefferson Boulevard between Overland and the eastern City Boundary that are proposed to be subject to the new 10-hour rate will be IPS meters. Existing mechanical meters will be replaced at these locations. The remainder of the approximately 39 parking spaces to be metered (those located in the vicinity of the State Park Scenic Overlook) are proposed to be metered with Duncan multi-space parking meters and will be subject to 2-hour parking limits at the standard rate of \$1 per hour.

Additionally, in time, all mechanical 10-hour parking meters citywide will be replaced by new technology parking meters that can accept credit card payment. Staff anticipates receiving 325 new technology parking meters from IPS within the next few weeks. These 325 meters are the remainder of the purchase of 1,000 parking meters approved by Council in December, 2011. Staff proposes to use most of these meters on Jefferson Boulevard. Additional new technology meters will be needed as mechanical 10-hour meters are replaced at other locations in the City. There are sufficient funds in PZ-949, New Parking Meters, to purchase the needed meters in the future. Staff will return to the City Council to request approval for such future parking meter purchases.

MOTION:

That the City Council:

Discuss and provide direction to City staff regarding a proposed new parking meter rate of \$0.25 per hour, for 10-hour time-limited parking meters Citywide.